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IN THE UNITED STATES PATENT & TRADEMARK OFFICE

In re application of
 Bruce W. Moore
 Ser. No. 09/766,357
 Filed January 19, 2001
 For: Automated and Optimized Mass
 Customization of Direct Marketing Materials

August 11, 2003
 IBM Corporation
 Dept.T81/Bldg. 503-3
 P.O. Box 12195
 Res. Tri. Park, NC 27709
 Group Art Unit: 2163

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GROUP 3600

Change of Address Under 37 CFR 1.33(c) and Power of Attorney under 37CFR 1.34(b)

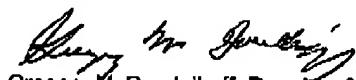
Commissioner for Patents
 PO Box 1450
 Alexandria, VA 22313-1450

Sir:

I, Gregory M. Doudnikoff, Attorney of Record in the above-identified application, do hereby appoint attorneys/agents under customer #26502 as Associate Attorneys/Agents for the purpose of prosecuting the above-identified application. Please also address future correspondence to customer #26502 which is :

IBM Corporation
 Intellectual Property Law
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 Endicott, NY 13760
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Respectfully submitted,


 Gregory M. Doudnikoff, Reg. No. 32,847
 Attorney for Applicants

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CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 CFR 1.8(a)

I hereby certify that this paper is being transmitted by facsimile to the Commissioner of Patents, PO Box 1450, Alexandria VA 22313-1450 at phone number 703-746-7239 on (date) August 11, 2003.

_1 total pages

Dianne Lane

NAME OF PERSON FAXING PAPER AND FEE



SIGNATURE OF PERSON FAXING PAPER AND FEE

Docket RSW920000110US1